

Plans for Meeting War's Inroads on City's Food Supply

New York Put On War Ration By Sugar Pact

Patriotic Dealers Band to Oust Speculators and Hoarders

New York City yesterday went on sugar rationing, administered by a volunteer organization of patriotic business men cooperating with the United States food administration.

Carter's KNIT Union Suits

Proof of the comfort and satisfaction that this underwear gives is the number of customers we have who buy it year after year.

Why not profit by their experience?

\$2, \$2.25, \$3 and up to \$7.50.

Wallach Bros.

Brooklyn, below Chambers Street, 2nd floor, 2nd door from entrance. Open 11:30 a.m. to 9 p.m. 24 Ave. cor. 123rd St. Evenings.

Hart Schaffner & Marx Clothes.

committee representing the refiners, wholesalers, chain retail stores, small dealers and large individual dealers drew up a programme for dealing with the sugar shortage during the next month or two. An agreement was effected between these men, acting in behalf of the mercantile organizations that handle all of New York City's sugar, whereby an equitable distribution at a uniform price will be effected. Producers will be punished by a campaign of education launched urging the conservation of sugar in all places where sugar is used.

In accordance with an agreement with the Federal Food Administration some time ago, the refiners' price on sugar will be \$8.35 per 100 pounds, or 8.35 cents per pound, for bulk quantities.

The wholesale price will be \$8.60 per 100 pounds in the original packages, the retail merchants, or 8.6 cents per pound.

The retail price was fixed for granulated sugar at 10 cents to 11 cents a pound to the consumer. The retail dealers agreed not to charge more than 11 cents a pound.

The refiners agreed to distribute sugar on the following basis for the first six months of next year: The sales to each customer will be ascertained for the first six months of the year and his average monthly purchases computed. These figures will be used as the basis for distribution of the supply that refiners furnish to New York territory. The refiners agree, further, to continue their efforts to secure beet sugar and Louisiana sugar that at the present time is available for the country to relieve the situation.

The wholesalers agree to distribute sugar to the retailers on the same general plan as the refiners. The retailers agree not to sell more than 2, 2½ or 5 pounds at any one time to their regular customers, these

Safe Milk
for Infants and Invalids
HORLICK'S
THE ORIGINAL
MALTED MILK
Rich milk, malted grain, in powder form. For infants, invalids and growing children. Pure nutrition, upbuilding the whole body. Invigorates nursing mothers and the aged. More nutritious than tea, coffee, etc. Instantly prepared. Requires no cooking. Substitutes Cost YOU Same Price

Greetings to The National Dental Association in 21st Annual Convention Assembled

COLGATE'S

RIBBON DENTAL CREAM

First Choice of Dentists

The Proof

that Colgate's is preferred by dentists is contained in the affidavits and other documents in this chest—deposited with the Title Guarantee & Trust Co. of New York. They may be examined by accredited committees on application to Colgate & Co.

THE FACTS given herein are based on an impartial investigation conducted among the dental profession, and so carried out that neither the dentists nor those interviewing them knew of Colgate & Co.'s interest therein.

Some 12,000 dentists (more than 28% of the entire profession in the U.S.A.) were personally questioned

concerning their preference among dentifrices—the towns and villages—every State in the Union. It shows that:

- 1 Colgate's is the first choice of more dentists than any other dentifrice.
- 2 Colgate's is prescribed exclusively by more dentists than any other.

Safe, Sane, Sensible!

Colgate's Ribbon Dental Cream is a dentifrice, not a patent medicine, not a "cure-all." It is favored by profession and public both for what it does, and does well—and for what it does not do, and makes no claim to do.

It is a safe, sane, sensible dentifrice, with a delicious flavor which encourages the habit of regular brushing. Even with the cap left off, Ribbon Dental Cream does not harden, but keeps its creamy consistency.

Colgate & Co. Established 1806 New York

The full details of the impartial investigation referred to are contained in an interesting leaflet which will be mailed free on request

Only 3 days more to buy your Liberty Bonds

Union Labor Joins In Fight to Cut The Cost of Living

Indorses Scheme of Food Commissioner Dillon to Eliminate Middlemen

Plan Terminal Markets

Idea Is to Purchase Direct From Producers and Sell to Consumers

Another step in the elimination of the middleman was taken yesterday following the venture of the fifteen farmers' cooperative creameries in purchasing a milk plant here to deliver directly to retailers.

Seven delegates, representing the biggest labor union federations in New York City, met in the office of John J. Dillon, State Market and Food Commissioner, and organized a movement to purchase all farm products directly from the farmers, doing away with brokers, wholesalers and commission merchants. The scheme contemplates the creation of central terminal markets, where food will be brought from the country, stored and sold direct to the consumer.

The new plan, favored by Commissioner Dillon, met the approval of the labor delegates, who announced that they would heartily recommend it to their federations.

The conference in Commissioner Dillon's office, at 204 Franklin Street, was attended by H. C. Hill, director of the United Hebrew Trades; James P. Boyle, of the Brooklyn Central Labor Union; Miss Ann Hogan, Miss Maude Schwartz and Miss Frances Ecob Beck, of the Women's Trade Union League; and Carl Beck, of the Labor Forum.

"We have started one of the most important movements ever launched in this city for economic distribution of food," Mr. Dillon said at the close of the conference. "The consumers are just as vitally concerned in this as the producers, and if the plan works out the purchasers of New York City will be able to obtain most of their necessities direct from the producers

without paying a premium to a lot of middlemen.

"We hope to cooperate with the Federal State and city food administrations to make the scheme a success."

"The State Department of Food and Markets proposed to the labor representatives that food, brought directly from the farmers, be brought to the city in carload lots and distributed directly to grocery stores. We look to the labor unions to form customers' clubs and to trade entirely with the stores handling the farm products."

"If we maintain the old system of food distribution, the cost will soon become prohibitive. There is no help except in smashing and discarding the old system. Of course, a lot of middlemen will have to go out of business. But they are merely adding to the price of food now."

"The idea is no use in trying to lower the cost of production. The cost of distribution is what has to be cut, or we will starve."

Mr. Beck said the labor organizations would hold their meetings tomorrow and Friday of this week, and next Monday, and that he expected to see all of them indorse Mr. Dillon's plan.

Organized labor has 500,000 members in greater New York," he said. "There are 300,000 families represented in that membership. Now, take milk, for instance. It is fair to assume that a family of five consumes two quarts of milk a day. On the basis of saving 8 cents a day on milk, as they will when the farmers begin to distribute milk at 10 cents a quart, the total yearly saving of organized labor in milk alone will amount to millions of dollars."

U. S. Mills to Get Canadian Wheat

Restrictions which have reduced flour mills of the Northwest to a 60 per cent output have been removed, the Federal Food Administration announced in New York yesterday, owing to the completion of arrangements for diverting to the United States shipments of hard wheat from Canada now in transit on the Great Lakes. This wheat is the property of the Wheat Export Company, a government agency for Great Britain.

In return for the Canadian wheat the Food Administration has promised that its equivalent in flour shall be exported to the Allies.

The statement follows: "Through an arrangement concluded between the United States Food Administration and the Wheat Export Company, considerable quantities of Canadian wheat now owned and controlled by the Wheat Export Company and moving down the lakes for export will be made available for grinding by mills in the United States."

"The amount of hard wheat thus to be supplied will materially relieve the shortage of hard wheat flour and enable mills in central and Eastern States to increase their flour output materially."

"This arrangement will remove whatever apprehension has existed in regard to the inability of mills to supply sufficient hard wheat flour for winter consumption in the Eastern section of the country. It makes liquid a sufficient supply of hard wheat in the United States, which should enable the present restrictions on the grinding of this kind of wheat to be greatly relieved."

"It is to be understood that these supplies of wheat do not in any way augment the amount of grain available in the United States, where there is ample to meet all requirements, since the Food Administration undertakes in return to export to the Allies in the form of flour an equivalent of all Canadian wheat shipped to the United States for grinding in American mills."

MINNEAPOLIS, Oct. 23.—The recent order of the Food Administration reducing to 60 per cent the output of flour mills in Minnesota, the Dakotas, Montana and Iowa, was rescinded today. It was stated that Eastern mills now have a sufficient supply of grain.

Ten Million Pounds Of Sugar Unearthed; Disguised as Flour

HUFFALO, Oct. 23.—Federal Secret Service agents to-day reported to Washington the discovery in a Buffalo warehouse of millions of pounds of sugar in bags and barrels labelled "top crust flour."

Notations on the packages, it was said, indicated that the sugar had been coming into the warehouse over a period of several months. A Federal agent who made a survey of the contents of the building estimated the amount of sugar at 150 carloads, or about 10,000,000 pounds.

Around immense piles of sacks containing the sugar the Federal agent said he found a screen of other articles, while some of the containers marked "top crust flour" actually had flour sprinkled over the outside.

Richard M. Richardson, superintendent of the Keystone Warehouse, in which the sugar was stored, did not know of the presence of the Secret Service agent and a newspaper man in the warehouse until the survey of the contents had been practically completed.

He ordered the newspaper man out of the building and demanded that the Secret Service agent come to the warehouse office for his data. The sugar, Richardson said, belonged to a condensed milk company.

George S. Duck, City Controller, this afternoon sent a message to John Mitchell, chairman of the Food Commission, stating that a sugar famine existed here and asking Mr. Mitchell to take action to bring about the release of some of the sugar in storage.

Retail prices of sugar to-day varied from 10 to 20 cents a pound.

He had quite a job deciding between a deep olive green and the brown!

For all weathers—*Scotch Mists.

Handsome fairweather coats of rainproofed Scotch chevrons.

Army officers' uniforms. Same high character of tailoring as all our clothes for men and boys.

*Registered trademark.

Open all day to sell Liberty Bonds as well as fine clothing.

ROGERS PEET COMPANY

Broadway at 13th St. Four Broadway at 4th St. Fifth Ave. at Warren

Food Expert Urges Potato Boycott to Force Down Price

Foy Declares Hoarders Have 450,000,000 Bushels Held in Storage

Cost Should Be Low

Not Only Is Present Supply Large, but More Crops Are Coming

"Stop buying potatoes, except in the smallest quantities possible."

This is the advice of P. Q. Foy, market expert of the State Food and Market Commission, to the housewives of New York City. There are more potatoes in the United States to-day than the country has ever known, according to Mr. Foy, and the quickest way of forcing down the price from \$2 and \$2.50 a bushel, retail, to half those figures is a temporary boycott. Yesterday's wholesale price was \$5.25 to \$5.35 a bag of 165 pounds.

Mr. Foy said that with the Maine crop in the supply of potatoes in the country amounted to 450,000,000 bushels. Last year, when potatoes became a rich man's luxury, the total crop was 285,000,000 bushels, with a depreciation of 50,000,000 bushels, lost because the potatoes rotted.

Eggs Also Hoarded

There is also little excuse for 45 and 50 cent eggs, Mr. Foy declared, as there is an unprecedented supply on hand in the cold storage plants of the country. But he believes that the price of eggs will take care of itself. Egg speculators stand to lose fortunes, no matter what happens, because they bought at high prices and have to pay storage for several months. They must unload soon or drop their whole investments.

According to Mr. Foy, the Federal Market Bureau of the Department of Agriculture reports that 40 warehouses and cold storage plants in the country contained 5,872,583 cases of eggs on October 1, against 4,857,400 cases on October 1, 1916. There are thirty dozen eggs in a case, so the first storage supply in the country the first of this month amounted to 2,027,049,040 eggs. They went into storage at 36 to 37 cents a dozen.

"Eggs soared last year for the peculiar reason that Iowa and Nebraska went dry," said Mr. Foy. "Western egg men saw an opportunity to get a score or more breweries at ridiculously low rental, and promptly transformed them into cold storage plants. They did so well that this spring they plunged, and they are going to lose."

Potatoes to Flood Country

"When we consider the fact that only about 70 per cent of our population of 110,000,000 eat potatoes, every man, woman and child in the country would have to consume about five bushels between now and June 1, when the new crop comes in, to exhaust our supply. This allows 1,000,000 bushels for seed. But in addition to having 450,000,000 bushels on hand, we shall begin to get the heavy second Virginia crop about November 1. The Bermuda crop will begin to come in December 1. About February 1 the second Bermuda crop will be harvested, and by April 19 the new Florida crop will be shipped by the railroad to this part of the country."

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Army officers' uniforms. Same high character of tailoring as all our clothes for men and boys.

*Registered trademark.

Open all day to sell Liberty Bonds as well as fine clothing.

ROGERS PEET COMPANY

Broadway at 13th St. Four Broadway at 4th St. Fifth Ave. at Warren

ALL CARS TRANSFER TO Bloomingdale's

50th to 60th St.—34 to 42nd St.

The Ad-Visor

Wednesday, October 24, 1917

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

"PAY one dollar and we will deliver any complete room outfit to your home and you can pay the balance in small weekly or monthly payments," is the generous offer often made by Ludwig Baumann & Co., in their advertising. It sounded generous—almost too generous—so two Tribune investigators went to the 125th Street branch store to buy a roomful of furniture on a dollar deposit.

They selected the furniture—\$120.75 worth. Then they asked the salesman what arrangements they could make about payment.

"Oh," said he, offhand-like, "you can pay anything you want—\$15, \$20, \$30, \$40."

"But," protested one of the investigators, "your advertisement says that one can pay \$1 down and the balance in weekly payments."

Now, the salesman was plump and the day was hot, and he'd been up to that point a most unimpaired person, but at this naive statement he positively laughed.

"Oh, yes," said he, "you can pay \$1 down now if you want to and we will deliver it to your house, but there'll be \$10 or \$15 C. O. D. before the furniture will be unloaded."

He said they were cross-examined by a courteous gentleman as to past and present residence, name of employer—which was, of course, refused—and other details such as business and personal references. Some of this information was given, and then the question of deposit and payments was approached. The investigators asked how much was necessary as a deposit.

"Whatever you want," said the gentleman, "\$40, \$50—anything you please."

They quoted the advertisement. "Oh," said he, "you can't expect to buy \$120 worth of stuff and only pay a dollar deposit."

The advertisement was silently produced and placed before him. It seemed to make him nervous. He got up and left the room, returning very soon with a gentleman whom he introduced as "our general manager." The G. M. seated himself with easy confidence and the cross-examination was continued.

Again every effort was made by the investigators to find out what was the minimum amount that would be accepted as a deposit. Finally it was suggested by the general manager that they pay \$10 down and \$5 when the furniture was delivered a few weeks later.

That is how the "pay one dollar and we will deliver any complete room outfit" works out in practice; the purchaser is asked to deposit "anything he pleases" from \$40 up, and the absolute minimum which will be accepted is \$15.

San Francisco advertisers are not allowed to make such promises. "The houses advertising to sell . . . for \$1 down and \$1 a week never carried out their contracts," said the Deputy Sealer of Weights and Measures in that city. "When people went to these stores, . . . the store management exacted more than \$1—enough to protect themselves. Therefore it was false advertising to make an offer which they did not carry out."

We, too, have an advertising law in New York. We, too, have installment houses which advertise "a dollar down and a dollar a week." What we apparently do not have is a man like the Deputy Sealer of Weights and Measures who will see that the law is enforced.

PYROX is a so-called fuel saver which is sold with extravagant claims by its manufacturer. It is claimed that Pyrox improves the combustible quality of the coal, unites readily with the carbon, reduces the output of ash and clinker, smoke and soot.

The Bureau of Mines made elaborate and careful tests of Pyrox, which is mostly common salt, and reported: "The tests show the claims of saving fuel to be absolutely unfounded. . . . No change in the condition of the fire was noticeable, there was no evidence of higher temperature and the output of ash and clinker was the same whether the coal was treated or untreated. The amount of smoke and soot was observed and not found to be lessened as a result of using Pyrox."

They summarize their findings as follows: "These tests were conducted with more elaboration and care than the subject deserves, but it was hoped to lay the matter finally to rest by conclusive proof. Similar powders are sold in stores in Washington for a similar purpose of saving coal, and although a palpable fraud they have recurred from time to time in many countries and districts and been finally discredited."

Firo is advertised for similar purposes, claiming to save \$20 on ten tons of coal, and in addition resulting in better fire, more heat, less ash, no odor, less trouble. We have no report on a test of Firo, but its claims so closely resemble those of Pyrox that it is safe to predict that its value is about the same.

Now that winter is upon us, let us all beware of this reverse twist in economy. The money necessary for a pound of Pyrox can be given to the Red Cross or some other worthy cause, and we can simply sprinkle a little salt on our fires with as good results.

WE HELPED to bring about an adjustment recently between a merchant on Sixth Avenue and a Mrs. Roy Foster. The adjustment effected was in itself quite in the ordinary routine of our work—the sort of problem that is handled daily in the Bureau of Investigations. But the response from Mr. Foster was so unusual that we are printing it, although the name of the merchant is withheld, since he did finally satisfy the customer.

Mrs. Foster selected a dress at the shop in question, the price of which was \$10. She paid \$2 down and then, leaving town, sent a friend to call for the dress and pay the \$8 still due. When the dress was received it proved to be a much smaller size than the one which Mrs. Foster had selected, and she therefore returned it to the shop with the request that they either give her the one which she had chosen or another one of the same value. This they flatly refused to do on the ground that no mistake had been made. And then The Tribune was called in to arbitrate the matter.

An investigator called at the shop and, after a brief interview with the merchant, secured his promise that the \$10 it would be credited on any gown which Mrs. Foster might select. Mrs. Foster, upon receiving this decision, called at the shop and purchased a dress for \$15, paying an additional \$5. Her husband then wrote us a second letter, which we quote in part.

What ledgerman you used on that gentleman is a puzzle to us, but whatever it was you changed the whole atmosphere of the store. There was no trying to dodge the issue, no argument and no delay. . . . That we are grateful to The Tribune would be putting it mildly. Having been a constant reader of The Tribune for years, I know of obligation to it, there comes another viewpoint, and I believe the greatest sense of gratitude comes from the realization of what that department must mean to those who cannot afford or do not desire to bring the lawsuits necessary to secure redress. We have heard of so many cases of this kind where there seemed nothing to do but grudge and bear the loss. We also desire to express our appreciation for the fact that you acted without delay, without having to untangle a lot of red tape and with the desire to fix things up rather than to stir up a mess. For this last Mr. Blank (the merchant) owes you a vote of thanks also, although he probably will not look at it that way.

ROY FOSTER.

Our object in printing this is merely to inform Ad-Visor readers "how it works." The service which we were able to perform for Mr. Foster is at your disposal at all times. There is no "ledgerman" about our methods, unless it is a conjurer's trick to approach courteously both the complainant and the source of his complaint with an open mind, in the interests of clean advertising, honest merchandising and the elimination of ill will.

ABOUT the middle of May The Tribune published an article on advertising conditions in New Orleans, and in this article mention was made of The New Orleans Times-Picayune. It was given credit for a clean bill of health so far as financial advertising was concerned, but its attitude on medical advertising was deplored. The letter which we quote shows a marked improvement in policy. It was written on the 1st of September by the business manager of The Times-Picayune to Dr. Dowling, president of the Louisiana State Board of Health:

Please look over September 1st issue and let us know if there is anything objectionable in it. Mr. Moore has instructed me not to print any medicine copy of whatever character without first receiving a complete O. K. from you, and his instructions will be carried out. We are to-day writing to all of the medicine advertisers declining to print their copy, and as their kicks come in we will take them up with you promptly.

There are a number of papers which profess a willingness to adopt cleaner standards for their medical advertising, but which bewail their unfitness to discriminate between good and bad medical copy. So much is written these days about the indisputably bad preparations that even the most inexperienced of laymen knows that the advertising of certain ones should be killed at sight. In cases where a doubt arises no better plan could be conceived than that adopted by The Times-Picayune of using the local health board as a censor. In asking this assistance of health departments we are confident that newspapers will find ready and willing cooperation together with a judgment at once expert and unbiased that could be obtained from few other sources.

(The next Ad-Visor will appear October 31)